

# The Pensacola Journal

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PENSACOLA, FLORIDA, SUNDAY MORNING, NOVEMBER 28, 1909.

## New Pavement For Palafox Street.

The Journal is in hearty accord with the idea of repaving Palafox street. The present pavement is worn out and ought to be replaced by new.

This paved portion of Palafox street is the main business thoroughfare of the city and it will constitute a pretty spectacle, remaining as it is, with new pavement all around it.

Pensacola is just now spending a half million dollars on street paving. When the work is completed we shall have approximately eleven miles of paved streets. In the face of this vast expenditure and of the splendid paving which we are securing, it would be nothing short of a disgrace to permit the old Palafox street pavement to remain. The brick may be taken up and used on some less important street, but this street in the heart of the business section should be repaved while the other work is going on.

The paving of this particular section of Pensacola is one matter, at least, in which the city cannot afford to be parsimonious. It is one case where the best is the cheapest, and The Journal is glad to see that public sentiment generally seems to favor the best.

## Merchants Should Get Busy For Holiday Trade.

The coming holiday season promises to bring with it a better trade than Pensacola merchants have had in several years.

The merchants who get this trade will be the ones who go after it. And the merchants who go after it will do their most effective work through the advertising columns of the newspaper.

There was a time when merchants could do business, and sometimes get rich, without the assistance of newspaper advertising. That time is now gone by. People who have money to spend have come to look to the advertising columns of the newspaper for information as to what, where, and when to buy and what to pay for the goods they purchase. They not only trade with the man who advertises, but the vast majority of them will not trade with the man who does not advertise.

Why is this so? Simply because of three reasons—First, newspaper advertising through the power of suggestion constitutes a peculiar psychic force which the human mind cannot resist; second, it forms a convenient as well as attractive guide for the purchaser; and third, it indicates a progressiveness and an enterprise on the part of the advertising merchant that the non-advertising merchant does not possess.

The man who has the enterprise to go after business is the one who is apt to have the best goods on his shelves—if he didn't have, he couldn't afford to submit his stock and prices to the cold business scrutiny of the buying public.

The Journal believes that with December trade is going to open up in very gratifying shape, and it urges merchants to begin immediately a campaign to get that trade. Don't wait until people get all ready to buy and then take your chance with every competitor to get a share of their trade. Burn it into their minds now that your place is the one which contains the things they will want to buy. Then, when they get ready to buy, your place is the one to which they will go.

## The Election in Alabama Tomorrow.

For several months the people of Alabama have been engaged in a particularly heated campaign on the question of a constitutional amendment forever prohibiting the sale of alco-

holic liquors in that state. The vote on this issue occurs tomorrow.

There is a wide diversity of opinion as to what the result of this election will be, but regardless of the vote on the amendment a singular unanimity of sentiment seems to exist regarding the liquor traffic itself. All of the people who favor the amendment are, of course, opposed to the open saloon, and about nine out of ten speakers on the anti-amendment side have, while opposing the amendment itself, declared emphatically against the future establishment of the saloon in Alabama.

It would seem, therefore, that no matter what the result of the vote on the amendment, the saloon is not likely to return to Alabama. The only difference of opinion on the question seems to be as to whether the saloon shall be prohibited by constitutional provision or by legislative statute.

## Other Counties Unit For Bigger Fair.

The press of West Florida and the press of the southern counties of Alabama is with The Journal in complete recognition of the benefits that must accrue to Gulf and near-Gulf counties through the establishment of an annual fair for all the counties within easy reach of Pensacola.

The DeFuniak Breeze, a paper always keenly alive to the progress of the western counties, commends the action of the Tri-County directors in deciding to amplify their next annual exhibit by taking in more contiguous territory. It makes a sensible suggestion, too, when it says that each county intending to participate should have a preliminary local fair of its own—a sort of trial heat, so to speak—before packing up the best of its stock and crops and manufactured articles to compete for prizes at Pensacola.

And this county preparatory exhibit, the Breeze again wisely urges, should be on the most ambitious and expansive scale of which its directors are capable. It would not be the worst plan in the world, our DeFuniak contemporary argues, to make every county fair of 1910 in West Florida and Southern Alabama as good as was the Tri-County's initial show at Pensacola in 1909.

And the Santa Rosa Star feels the same way about it—only Santa Rosa goes DeFuniak one better by coming out, right plump and proper, for a demonstration farm, of the type which The Journal has advocated, to supplement the Tri-County and to give a practical working-out to the ideas that have been ventilated by successful farmers and fruit growers and stockmen at the recent exhibit in Pensacola. In last week's Star there appeared a letter from Mr. T. F. West, a substantial and progressive citizen of Santa Rosa, advocating an agricultural school and a demonstration farm, both necessarily on a modest scale at first, for that section. Commenting on the West communication, the Star aptly says:

It is, indeed, the view of a statesman no less than of one who loves his own county and his own county's people. He clearly sees the trend of the times; he notes the parting of the ways of the old and the new conditions, and he throws himself into the breach in a most vigorous manner, as an earnest of the sincerity of his convictions.

"There can be no doubt to me," says Mr. West, "but that this section is upon the eve of the greatest development, agriculturally, in its history, and if we take advantage of our opportunities, we may share in the benefit, advantage and profit that is almost certain to come as a result." Mr. West compares Santa Rosa with neighboring counties and maintains that conditions and facilities here are equal, if not superior to, those of our neighbors. This statement was amply demonstrated to be true from the recent exhibits at the Tri-County fair

held in Pensacola, where our own citizens were astonished and pleased at the magnificent showing made by our home people. In fact, it was a revelation to them, and many now contend that they saw opportunities which they had not thought of before, where improvements could have been made.

Mr. West's suggestions are timely and practical, in the opinion of his home paper; and from our tolerably accurate knowledge of conditions in Santa Rosa we should judge that he has proposed nothing that could not be undertaken by the citizens of his county without financial hardship. He says:

"What I have said is simply preparatory to this suggestion, that twenty men of Santa Rosa county donate \$100 each to be expended in procuring a trained man to conduct for one year, at some centrally located place in the county, an agricultural school and demonstration farm, tuition to which shall be free, and all residents of the county invited and solicited to attend."

The Star, which is in a position to judge the monetary ability of Santa Rosa people to raise the amount Mr. West considers ample for a commencement fund, coincides with Mr. West in his opinion that there are in Santa Rosa at least the number of men mentioned who could, without financial inconvenience, make the contribution proposed, and who would, moreover, be glad to make it if they should be approached in behalf of the project. Young farmers in Santa Rosa would get a practical start and would be kept from the otherwise inevitable costly blunders of the novice in farming, while older farmers could profit by the twentieth century ideas on agricultural topics which would be demonstrated by a trained and competent instructor.

The eyes of the North and the West are today more than ever on the South, the land of superb agricultural opportunities. We have hundreds of thousands of rich acres that await the magic touch of the plow and the hoe to make them the equals in value of any soil that lies out-of-doors. We have today, as we never had before, the eager interest of thousands of Northern and Western homeseekers, who are commencing to realize that the gateway of prosperity, once supposed to be the Western and North-western plains and prairies, is now the country that lies below the Potomac and the Ohio. Florida and other Southern states, at length awake to their magnificent resources, are systematically going after the homeseekers that formerly moved Westward—and they are getting them. It behooves the Florida farmer to prepare himself, by the improvement of such opportunities as are opened to him by the proposed Interstate fair, as well as by such helpful institutions as is now urged for Santa Rosa county, for the competition he must expect to ultimately meet from these new settlers who have, in default of real farming experience, the disposition to avail themselves of the advantages to be derived from farmers' fairs and farmers' demonstrations.

We are glad that in Santa Rosa county a sentiment seems to have been aroused so strongly in favor of the agricultural school and the demonstration farm. Santa Rosa is a county small and poor compared with Escambia. It would be a tremendous pity if Santa Rosa should get her farm in operation before Escambia has made a move to start one.

Judge Pendleton thinks there are many women who seek divorce principally for the purpose of obtaining alimony, thus assuring themselves of permanent income without the necessity of performing the duties of a wife and mother; and there may be a good deal in that view of the matter. Judge Pendleton allows only small alimony in cases that come before him. If his theory is correct, the

## DURING SLEEP

Nature Repairs the Human Engine.

The activities of the day cause more or less waste of tissues in the human engine, which is repaired at night during sleep.

The man or woman who can sleep well at night, is sure of the necessary repairs, other things being right, to make each day a time of usefulness and living a real joy.

But let insomnia get hold of you, and the struggle begins, of trying to work with a machine out of repair. A Nebraska woman's experience with coffee as a producer of insomnia is interesting. She says:

"I used to be a coffee drinker and was so nervous I could not sleep at night before about 12 o'clock, unless I would take some medicine. I was under the doctor's care for about 5 years and my weight got down to 82 lbs."

"The doctor said I would have to quit drinking coffee. Then my father got me to try Postum, which he said had done wonders for him. I am past 43 and before I quit drinking coffee, my heart would jump and flutter at times, miss a beat, then beat so fast I could hardly breathe in enough air and I would get smothered."

"My tongue would get so stiff I could not talk and I could not hold a glass to drink from. Since I have been drinking Postum, in place of coffee, I can sleep sound any time I lie down, and I feel I owe everything to Postum. I now weigh 120 lbs. and am well."

Read "The Road to Wellville," in pkgs.

"There's a Reason."

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

## TROUBLE WITH YOUR FEET

Is entirely obviated by wearing

## BOSTON SHOES

Scientifically constructed along the lines of the natural foot from selected leather and by the most skillful shoemakers in the world, they give perfect comfort in your daily walk. \$2.50 to \$6.50, all leathers, all sizes; all widths, all styles.

## BOSTON SHOE STORE

Quality Foot Fitters.

practice of it ought to have the effect of reducing the divorce docket of his court before a great while.—Savannah News.

We hope the view of this Peachtree jurist will ultimately be heard of in Chicago, where in one day 1100 divorces were granted and where substantial alimony is often asked for when the petitioner absolutely knows that the granting, even on a moderate scale, of this clause of the petition would entail severe financial hardship upon the respondent. The alimony question always was, probably always will be, the knottiest side of this whole divorce proposition.

Governor Glenn is reported to have advised the shooting, and the shooting to kill, of violators of the prohibition laws. We assume that he meant that they should be shot with the law and not with bullets.—Columbus (Ga.) Enquirer-Sun.

That's what he meant, unquestionably, Robert Broadnax Glenn, of North Carolina—we assume our Georgia contemporary refers to the recent chief ruler of the Tarheels—is prominently a mild, bland and pacific gentleman, tetotally opposed to physical violence of any sort, form or character. The most violent bodily exertion of which former Governor Glenn has been guilty was when, on the

opening day of the Eastern Carolina ball league a year or more back, he hauled off frock coat and white vest, rolled up the moist sleeves of a blue and green striped negligee, spat three times on the palm of his right paw and two times on the palm of his left paw, and sent a noble outshoot carolling down to the home plate, which it missed by something like the length of an average player's arm plus the length of an outstretched bat—and then some. No, the former governor of North Carolina isn't going to shoot anybody. Even if he tried, his aim with a bullet might not be radically different from his aim with a baseball.

The Chattanooga Times and a New

and now have several orders for Light Surreys, as our streets will soon be paved, and a light one-horse surrey is just the thing.

Call and select the style you wish, and we will guarantee you will be highly pleased with the job and the price, and the Surrey will not be scratched, either. We mention prices on some of the Surreys that we can sell you if shipped in this car: \$69, \$81.75 (Very stylish and light), \$78, \$92.25. Call and look over the photographs we have, showing these stylish Surreys, and also get our prices on Buggies.

We can sell you extra fine ones at \$125, \$150, \$175 to \$300, but the cheaper ones will surprise you as to style and finish, and a great saving.

Should you select a Surrey to come in this car, we will gladly keep same for you until you are ready for it, without cost to you.

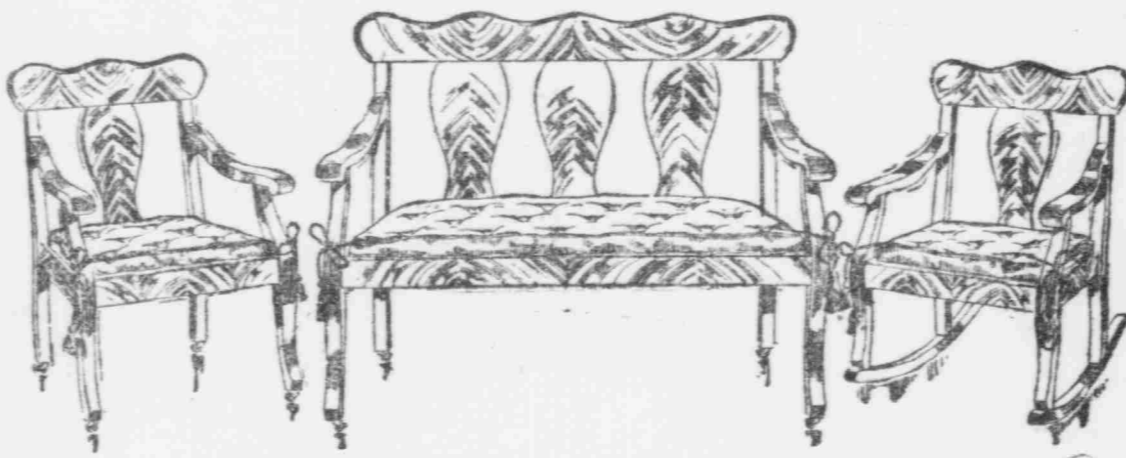
The car will be shipped just as soon as we finish filling it, so please call and select what you want as soon as possible.

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Making Up  
a Car Load  
of Buggies  
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the Factory  
at a Saving  
to Purchasers

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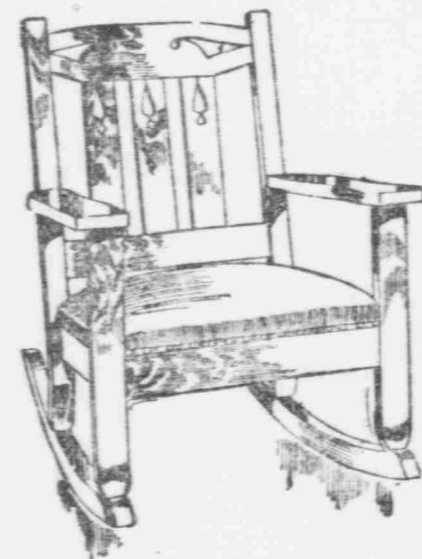
## THE CHRISTMAS SEASON IS ON

Many wise ones are buying now and getting the gift question out of the way so they may enjoy the real spirit of Xmas day. Furniture for giving is ideal, because it embodies not only the beautiful but the useful. We can furnish the home complete or a single piece as desired.



\$35.00, \$45.00 and \$50.00.

Beautifully upholstered, slip seat, imitation and solid mahogany.



Ostermoor's

\$12.00

Great big, easy, comfortable and restful rockers, mission design, leather seat.



\$10.00 to \$25.00.

In oak and mahogany, an article of necessity in every woman's boudoir. The ideal gift.

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